

Wisconsin Department of Transportation
**ECONOMIC DEVELOPMENT AND
BUSINESS IMPACT EVALUATION**

Alternative: 3, 4 Preferred alternative – Not Selected	Length of Project this sheet is evaluating (if different from Sheet 1)
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1) Describe the economic development or existing business areas affected by the proposed action.

The general project area includes small commercial and retail establishments. Businesses directly influenced by these alterations include; newspaper company, , bowling alley, bar, restaurant, Gas Station, jewelry store, and dentist office. Depending on the selected bridge alternative and the final approach roadway alignment, a worship center may also be directly impacted by the project. *(City of De Pere Comprehensive Plan – February 28, 2000) (Appendix J)*

The *City of De Pere Comprehensive Plan* dated February 28, 2000 identifies the Central Business District (CBD) in De Pere as the area around Broadway and George Streets east of the Fox River, and Main Avenue and Reid Street west of the Fox River, linked by the Claude Allouez Bridge. Overall, this area can be described as a center for retail businesses and professional services that are anchored by banking and financial institutions, as well as a major local retailer. The downtown is also “home” to many specialty shops, restaurants, bar and grills, real estate offices, accountants, dentists, doctors and law offices. Over the years, the City has also developed several municipal parking lots to compliment the private parking spaces available.

Commercial Development is the only land use directly impacted by the alternatives. A loss of 1.52 acres (Alternative 3), 1.90 acres (Alternative 4), or 1.61 acres (Alternative 6) of commercial properties is expected for the proposed bridge structure and street improvements. The current commercial developments identified below were taken from the *City of De Pere Comprehensive Plan* dated February 28, 2000.

Also, more information regarding the economic development affected by the proposed action can be found in *(Claude Allouez Bridge Alternatives Analysis Impacts on the Local Economy – July 1998) (Appendix X)*, which is an Alternative Analysis Impacts on the Local Economy.

2) Identify and discuss the existing modes of transportation and their traffic within the economic development or existing business area.

Refer to the “Community or Residential Impact Evaluation” Question 2, included in the report.

3) Place an “X” in the appropriate box below if one of the populations indicated would be affected by the proposal. Give a brief description of the community/neighborhood and population affected by the proposed action. Include demographic characteristics of those affected by the proposal.

For the populations shown below, The Orders issued by the U.S. Department of Transportation and its implementing agencies to satisfy the requirements of Executive Order 12898 require an evaluation to determine whether a minority and/or low-income population would experience a disproportionately high and adverse effect. If any of the populations shown below are affected, the Environmental Justice Factor Sheet, along with the remaining items on this worksheet, will need to be completed to satisfy Environmental Justice requirements

- a) ☒ **NO** Disabled population is not affected
☐ **YES** Disabled population is affected - See Environmental Justice Factor Sheet
- b) ☒ **NO** Elderly population is not affected

☐ **YES Elderly are affected – See Environmental Justice Factor Sheet**

c) ☒ **NO Minority populations are not affected**

☐ **YES Minority populations are affected - See Environmental Justice Factor Sheet**

d) ☒ **No Low-income populations are not affected**

☐ **Yes Low income populations are affected - See Environmental Justice Factor Sheet**

4) **Identify and discuss effects on the economic development potential and existing businesses that are dependent upon the transportation facility for continued economic viability.**

☐ **The proposed project will have no effect on a transportation-dependent business or industry.**

☒ **The proposed action will change the conditions for a business that is dependent upon the transportation facility. Identify effects, including effects that may occur during construction.**

Under the acceptable alternatives, the existing bridge structure will remain in place allowing reasonable traffic flow through the immediate areas during the construction phase. There may still be, however, minor construction related traffic impacts due to traffic management during construction. Construction related impacts would be limited mostly to the east side of the bridge.

Depending on the final alternative selected, there will be an impact to businesses along Broadway through the loss of street parking. While every attempt is being made through preliminary design discussions with Local Officials and businesses to mitigate this impact, there will be the loss of some parking, especially along the west side of Broadway.

After the project is completed, traffic movement through the project corridor will be improved.

5) **Estimate the number of businesses and jobs that would be created or displaced because of the project.**

a) **Total number created** ☒ **None**

Number created by type including number of jobs

Retail businesses created

Retail jobs created

Service businesses created

Service jobs created

Wholesale businesses created

Wholesale jobs created

Manufacturing businesses created

Manufacturing jobs created

b) **Total number displaced:** ☐ **None**

Alternative 3-4 displaced

Alternative 4-6 displaced

Number displaced by type and number of jobs

Retail businesses displaced:

Retail jobs displaced

Alternative 3-3 displaced (Jewelry Store, Gas Station, Fast Food)

6 estimated

Alternative 4-3 displaced (Jewelry Store, Gas Station, Fast Food)

6 estimated

Service businesses displaced:

Service jobs displaced

Alternative 3-1 displaced (Dental Office)

5 estimated

Alternative 4-3 displaced (Dental Office, Bowling Alley/Bar, Newspaper)

12 estimated

Wholesale businesses displaced

0

Wholesale jobs displaced

0

Manufacturing businesses displaced 0

Manufacturing jobs displaced 0

6) Identify any special characteristics of the created or displaced businesses or their employees.

a) Number of created businesses by special characteristics: ☒ **None**

Number of created businesses that will employ elderly
serve elderly

Number of created businesses that will employ disabled
serve disabled

Number of created businesses that will employ low-income people
serve low-income people

Number of created businesses that will employ a minority population
serve a minority

b) Number of displaced businesses by special characteristics: ☒ **None**

Number of displaced businesses that employ elderly
serve elderly

Number of displaced businesses that employ disabled
serve disabled

Number of displaced businesses that employ low-income people
serve low-income people

Number of displaced businesses that employ minority population
serve a minority

7) Is Special Relocation Assistance Needed?: ☒ **No**

☐ **Yes - Describe special relocation needs**

8) Describe the business relocation potential in the community.

a) Total number of available business buildings in the community 1

b) Number of available and comparable business buildings by location

1 Number of available and comparable business buildings within 0.5-mile radius.

Number of available and comparable business buildings within

Number of available and comparable business buildings within

c) Number of available and comparable business buildings by type and price (Include business buildings in price ranges comparable to those being dislocated, if any.)

1 Number of available and comparable single business buildings in the price range of over \$250,000.

Number of available and comparable single business buildings in the price range of

Number of available and comparable single business buildings in the price range of

Number of available and comparable multi- business buildings in the price range of

9) Identify all the sources of information used to obtain the data in item 8.

☐ WisDOT Real Estate

☐ Multiple Listing Service (MLS)

☐ Newspaper listing(s)

☒ Other - Identify: De Pere Business Alliance
www.definitelydepere.com

10) Describe how relocation assistance will be provided in compliance with the WisDOT Relocation Manual or FHWA regulation 49 CFR Part 24.

Before the initiation of any property acquisition activities, representatives from the City of De Pere will contact property owners and tenants to explain the details of the acquisition process and the Uniform Relocation Assistance and Real Estate Property Acquisition policies Act of 1970.

Businesses to be relocated will be given relocation brochures regarding their rights and responsibilities. They will be educated on their options of leasing or purchasing comparable business space. Information on moving expenses and claim procedures will be explained.

11) Identify any difficulties for relocating a business displaced by the proposed action and describe any special services needed to remedy identified unusual conditions.

The dental office will require a lengthy lead-time to maintain customer service during relocation.

The gas station/convenience store and bowling alley will be difficult to relocate due to a limited amount of properly zoned property.

While there is an acceptable amount of vacant property in De Pere's Industrial/Business Parks, retail businesses are not allowed in the parks.

12) Describe any additional measures which would be used to minimize adverse effects or provide benefits to those relocated, those remaining, or to community facilities affected.

WisDOT will continue to get feedback from the business community during this process.

13) Generally describe both the beneficial and adverse effects accruing to:

a) The area's economic development potential or existing business area caused by the proposed action. Include any factors identified by a business people that they feel are important or controversial.

Business owners along Broadway continue to express their concerns regarding the loss of street parking. A Parking Study, completed by the City of De Pere in 2001 ([Downtown Parking Analysis and Plan for De Pere, Wisconsin – September 2000](#)) ([Appendix Y](#)) has indicated that more than adequate parking exists in the City's CBD. However, local businesses do not equate all parking as being equal in quality. Easy access street parking is considered much more valuable than parking lot parking. There will be a loss of street parking on this project.

Concerns were also raised with respect to increased traffic in the corridor due to the larger capacity bridge (s) and larger intersections. While the community is concerned about the current traffic congestion, a part of the community is also concerned with future traffic increases. The roadways and bridges are being designed to handle traffic increases for the next 20 years. The improvements will reduce current traffic congestion and will at the same time add additional capacity for future traffic.

In addition to improved traffic flow, the new structure will be more reliable than the current structure. The elimination of frequent bridge closures should insure continued flow of customers to the local businesses.

b) The employment potential and existing employees in businesses affected by the proposal. Include, as appropriate, a discussion effects accruing to minority populations or low-income populations.

Assuming all relocated businesses will remain in operation at the same employment levels, there should not be any impact on employees. Increased business for other businesses in the CBD is expected to improve due to better accessibility. Employment levels should increase. Some redevelopment should occur in remnant lots, which should also increase employment in the area.